

## MARYLAND SELF-FUNDED DIGITAL GOVERNMENT SERVICES REPORT 2016

### INSIDE

Maryland Launches New Online  
Uniform Commercial Code  
System With Subscriber Option ... 3

Maryland Self-Funded Digital  
Government ... By the Numbers.... 4

Enterprise Payment Processing  
Services: Built for Government.... 7



## Working at the Speed of Business: Maryland Business Express

**M**aryland Business Express is a digital “one-stop shop” where business owners can register a new business, create legal entities, create trade names, establish state tax accounts, obtain certified copies, and file annual personal property returns. The award-winning service has been recognized by the Center for Digital Government with a prestigious Digital Government Achievement Award (DGAA) in the Government-to-Business category highlighting next-generation, best-of-breed digital government solutions.

More than 75 percent of all sole proprietorships and general partnerships are now filed online, with more than half of all filings occurring outside of regular business hours,

| continued on page 6 |

## Maryland.gov Named Nation's Best State Government Website

**F**or the first time in state history, Maryland's award-winning website, [www.Maryland.gov](http://www.Maryland.gov), was named the best state government website in the country as part of the Center for Digital Government's prestigious Best of the Web competition.

Maryland.gov provides a gateway for more than 87 million visitors to agency websites and hundreds of timesaving digital government services. Agencies and visitors have access to payment processing gateways, a state agency directory of more than 300 agencies, help desk, and an interactive events and public meetings calendar. The citizen-centric design provides easy access to a Google site search with custom filters based on content type including, pages, services, social media, publications, and maps. The responsive design allows for a clean mobile experience, with seamless expandable content for the more than 42 million mobile visitors.

The site also utilizes the new, state-of-the-art Enterprise Widget Platform. This platform provides state agencies with centralized and standardized code, and allows for



| continued on page 2 |

# ONLINE EVENT REGISTRATION & PAYMENT PROCESSING

NIC Maryland's enterprise self-funded Online Event Registration and Payment System allows state and local government agencies to quickly and easily create and manage customized events for attendees at no-cost to the agency.

## BENEFITS

### No Cost Payment Processing

Treasury approved flow of funds, no charge to agencies

### Payment Card Industry (PCI) Compliant

### Customer Support

Locally based Annapolis, MD

## FEATURES

### Automation

Automate key tasks including registration, reporting, payment acceptance, and event management communications.

### Flexibility

Create single-day or multi-day events with the option to include multiple activities and tracks

### Customization

- Brand your application with a custom logo
- Create custom document links
- Define registrant types and pricing
- Event capacity and wait list options
- Multiple discount codes



**SELF-FUNDED**

You'll like the Difference

## Maryland.gov Named Nation's Best State Government Website

| continued from page 1 |

rapid development and deployment of a variety of widgets. These widgets include NearYou, Online Services, Google Site Search, and Header, which are available across state agencies, expanding the state's open data platform.



From left to right: Sirisha Upadhyayala, NIC; David Garcia, secretary, Department of Information Technology; Whitney Garner, NIC; Mike Karr, NIC

"Maryland.gov's digital services platform is truly an enterprise solution, offering global functionality for use by all state agencies, without compromising the ability to be customized. The platform promotes consistent branding standards aligning with the state's strategic IT master plan," said David Garcia, secretary of Department of Information Technology. "It's this type of innovation that makes Maryland.gov an award-winning site."

The Maryland.gov website was developed for the state of Maryland at no cost by NIC Maryland, through the self-funded eGovernment services contract with the state Department of Information Technology (DoIT).

The Center for Digital Government is an international research and advisory institute on the use of information technology in government. This year nearly 300 state, city, and county government websites were judged as part of the Best of the Web competition. ■

**87.6 MILLION  
VISITORS ANNUALLY**

**55% MOBILE VISITS**

**28 NATIONAL AND  
INTERNATIONAL AWARDS**

**FROM DAY ONE, OUR ADMINISTRATION HAS BEEN COMMITTED TO PROVIDING MARYLANDERS WITH THE HIGHEST LEVEL OF CUSTOMER SERVICE ACROSS EVERY PLATFORM, FROM IN-PERSON TO ELECTRONIC INTERACTIONS.**

— GOVERNOR LARRY HOGAN, STATE OF MARYLAND

# Maryland Launches New Online Uniform Commercial Code (UCC) System With Subscriber Option

**T**he Maryland Department of Assessments & Taxation recently launched an end-to-end online UCC system that allows businesses and citizens to electronically file, search, and retrieve Uniform Commercial Code financing statements filed with the state. UCC financing statements indicate a commercial agreement between a debtor and a secured party. When a debtor pledges collateral on a loan, UCC search results tell lenders if others have filed a claim against the same collateral.

The new service is the latest in a series of initiatives launched by Governor Larry Hogan and the State Department of Assessments & Taxation (SDAT) to make it easier to do business in Maryland. The online service is conveniently available 24 hours a

day, seven days a week, and accepts all major credit cards or eChecks (ACH) for payments. Noncertified searches are free and there is no additional fee to file. Businesses and citizens can easily access the online service by visiting [www.maryland.gov/ucc](http://www.maryland.gov/ucc).

Features and benefits of the online service include:

- Search for UCC documents by name or filing number.
- Order and immediately view official search results and documents.
- Print certified and noncertified documents instantly.
- Upload supporting documents and pay online.
- Receive immediate acceptance and filing confirmation.

In addition, businesses that frequently file, search, and retrieve UCC financing

statements have the ability to create a subscriber account. Subscribers to the online UCC system benefit by having the ability to create multiple user accounts, access centralized billing, and receive monthly invoices.

With the implementation of this service, the department has the added benefit of NIC Maryland acting as the merchant of record, assuming the majority of the PCI compliance burden for payment transactions. Enhancements to the service are provided by NIC at no cost. This service has reduced the amount of time employees spend on data entry, creating efficiencies within the agency. The department is encouraging everyone to use the online UCC system as an alternative to mail and in-person transactions. It's the fastest way to file! ■

## Maryland State Police (MSP) Creates Online One-Stop for Inspection Stations & Mechanics

**T**he Maryland Safety Inspection System (MSIS) has improved business processes through the elimination of paper-intensive record-keeping and reducing administrative overhead up to 60 percent for both the MSP and Inspection Stations. This one-stop online system consists of the following services:

### Electronic Vehicle Safety Inspection System

In June 2014, the Maryland State Police (MSP) Automotive Safety Enforcement Division launched the statewide Maryland Safety Inspection System (MSIS). This multi-agency system has successfully streamlined the vehicle inspection process by enabling the 1,600 vehicle inspection stations statewide to electronically record and report results to the MSP. Each year, more than 600,000 vehicle

safety inspections are conducted in Maryland. MSP uses the electronic Maryland Safety Inspection System to monitor all vehicle inspections throughout the state, to better protect citizens from fraudulent or improper inspections.

### Electronic License(s) Renewal

Authorized Vehicle Safety Inspection stations in the state of Maryland can renew their station licenses annually online. Licenses may be renewed from April 1 through June 30.

### Electronic Exam Registration and Payment

In September 2016, the Maryland State Inspection Mechanic exam registration and payment were added to the suite of

| continued on page 8 |



# Maryland Self-Funded

## \$271 Million

Total statutory fees  
collected for agencies

**49** National/  
International  
Awards

**84** eGov Products  
& Services  
Launched



**97,700,000**  
eGov Transactions



**87,000,000**  
Maryland.gov Visitors Annually



**1,040,052**  
Mobile App Downloads



**55** Press Releases,  
Articles & Interviews

**28** **40** **152**

Technology  
Jobs

Agency  
Partners

Service  
Enhancements

**100%**

Apps using Responsive Design

# Digital Government

## ...By the Numbers

# 2016

Self-Funded Services Launched

### Comptroller of Maryland

Register of Wills Payment Processing - Charles County  
Register of Wills Payment Processing - Frederick County  
Register of Wills Payment Processing - Somerset County  
Register of Wills Payment Processing - Wicomico County

### Department of Health & Mental Hygiene

Health Care Financing Over-the-Counter Payment Processing

### Department of Juvenile Services (Free)

Family Engagement Responsive Web Consulting Services

### Department of Information Technology (Free)

Enterprise Widget Framework / NearYou Widget  
Maryland.gov Online Services Directory  
Maryland.gov 5.0

### Maryland Department of Agriculture

GovPay Enterprise Payment Processing for Vet Board License Renewals  
Enterprise Event Registration

### Maryland State Police

Inspection Station Online Licensing  
Mechanic Exam Application Fees

### Motor Vehicle Administration

Web Enterprise Payment Processing  
IVR Enterprise Payment Processing  
IVR (Spanish) Enterprise Payment Processing

### State Department of Assessments & Taxation

Maryland Business Express Copies Online Order Form  
Over-the-Counter Payment Processing  
Uniform Commercial Code Services Suite  
Uniform Commercial Code Subscriber Billing

### Towson University

Enterprise Event Registration

# \$76.4 MILLION

IN VALUE DELIVERED  
TO MARYLAND  
USING SELF-FUNDED  
MODEL  
FOR DIGITAL SERVICES

## SELF-FUNDED SERVICES OFFERED

- ✓ WEB & MOBILE DEVELOPMENT
- ✓ APPLICATION MAINTENANCE & ENHANCEMENTS
- ✓ SECURE PAYMENT PROCESSING
  - GovPay Over-the-Counter
  - GovPay Mobile On-the-Go
  - GovPay Common Checkout
- ✓ EVENT REGISTRATION
- ✓ MyEvents2Go™ MOBILE CONFERENCE AGENDA
- ✓ MARKETING
- ✓ CUSTOMER SERVICE

# Apply or Renew Notary Public Commission Quickly and Easily Online

The Maryland Secretary of State launched the Notary Public Online Application and Renewal Service, providing citizens with a quick and easy way to apply for a notary public commission, check application status, renew existing commissions, and update information. The online service has been used by thousands of Marylanders, who have received their commission certificates in as little as three days when compared to the traditional paper method that could take up to six weeks to arrive by mail. The Notary Public online service can be accessed through the state's official website, [www.maryland.gov](http://www.maryland.gov), or through the Secretary of State website, [www.sos.state.md.us](http://www.sos.state.md.us).

A list of the items needed to complete the application process and an instructional demo are available on the site for citizens to reference. This service accepts all major credit cards

***"I AM DELIGHTED THAT WE IMPLEMENTED THIS LONG-OVERDUE AUTOMATED SYSTEM TO BETTER SERVE OUR NOTARY APPLICANTS. RENEWALS ARE NOW OFTEN APPROVED IN AS FEW AS THREE DAYS, REFLECTING EXPONENTIALLY REDUCED TURNAROUND TIMES AND ENHANCED CUSTOMER SERVICE."***

***— JOHN WOBENSMITH, SECRETARY OF STATE***

and eCheck/ACH payments and is available 24 hours a day, seven days a week. This service was developed at no charge for the Maryland Office of Secretary of State by NIC Maryland through the (self-funded eGovernment) services contract with the state Department of Information Technology (DoIT).

## Working at the Speed of Business: Maryland Business Express One-Stop Service

| continued from page 1 |

reinforcing the importance of having a business registration system that is accessible any time of the day or night.

Prior to Maryland Business Express, entrepreneurs and business owners were subjected to a lengthy manual paper application process that required in-person visits to multiple agencies and took 10 weeks for the approval process. Now, through Maryland Business Express, approval times have been reduced to one day.

Maryland Business Express takes the confusion out of state government and reduces the redundant points of entry, eliminating the time, expense, and risk of managing conventional paper and postage registration.

Kyung Endres of True Panacea stated, "It was very easy, very well laid out, and the results were extremely quick. This



***"WE ARE HONORED TO RECEIVE THIS RECOGNITION AND ARE COMMITTED TO PROVIDING ACCESSIBLE, CONVENIENT, AND MORE EFFICIENT WAYS TO DELIVER GOVERNMENT SERVICES."***

***— SEAN POWELL, DIRECTOR OF THE DEPARTMENT OF ASSESSMENTS AND TAXATION***

site has taken the headache out of the registration process."

It is through services like Maryland Business Express that the state of Maryland creates efficiency, not only for the businesses that use the application, but

also within the state agencies. Maryland Business Express is a collaborative effort between the Departments of Assessments and Taxation, Commerce, Information Technology, and the Comptroller of Maryland. ■

# Enterprise Payment Processing Services: Built for Government

**T**he payment card industry is evolving rapidly, fueled by technological advances in software, systems, and hardware. As a leading provider of enterprise digital government services, NIC currently manages business-to-government and citizen-to-government applications on behalf of 28 states. In this capacity, we have developed and currently maintain more than 7,000 interactive applications, many of which process online, mobile, IVR, and over-the-counter payments. Our single focus is government.

NIC's payment processing solutions provide payments for multiple channels, multiple payment types, and multiple integration methods.

When an agency chooses to leverage NIC's enterprise GovPay payment processing services, NIC Maryland acts as the merchant of record and assumes the majority of the PCI compliance burden. Under this model, NIC Maryland offers the state a full life cycle transaction management solution that includes gateway and merchant services, funds disbursement, and extensive financial reporting - all hosted in the cloud at our PCI-DSS Level 1 Data Centers.

## FEATURES AND BENEFITS OF GOVPAY



### Various Payment Types

Credit Card, ACH/e-Check, Subscription, eWallet



### Secure and Robust

PCI Level 1 Compliant, SSAE 16 Type II Certified



### Convenient and Reliable

Available 24x7x365, Tier IV Data Center



### Easy Integration

Service Oriented / SaaS Architecture



### Real-Time Financial Reporting

Reports, Automated Disbursements



### No Cost Payment Processing Options

Treasury Approved Flow of Funds, No Charge to Agencies

Our payment processing services are hosted in a Central Data Center to ensure they are readily available on a near-24/7 basis.

NIC recommends a full evaluation of your agency's payment processing capabilities to determine where we can help reduce your PCI compliance burden.

## ENTERPRISE PAYMENT PROCESSING

### GovPay COMMON CHECKOUT



The GovPay Common Checkout solution enables agency partners to request payment from customers without building, hosting, and managing a payment page within their environment. This service provides several advantages including ease of integration to applications, PCI compliance achievement, and a common look and feel for payment activities regardless of the application origin.

### GovPay OTC



The GovPay Over-the-Counter agency solution is a point-of-sale payment solution that allows partners to process in-person credit card and electronic check payments at the office. An internet browser and card swipe device is all that is required to start taking payments.

### GovPay OTG



The GovPay Mobile On-The-Go payment solution is a free mobile application that securely processes debit and credit card payments on any Apple or Android-based phone or tablet. An optional PCI-compliant Direct Swipe or Bluetooth card reader can be used to process payments even when out of cell or Wi-Fi coverage.



# TOP 10

## Reasons the Self-Funded Digital Services Model Will Work For Your Agency

- 1 NO TAX/BUDGET DOLLARS REQUIRED**  
Modest efficiency fees cover all operational costs.
- 2 FLEXIBLE APPROACH**  
We customize every solution to meet the unique operating, financial and political needs of each agency.
- 3 RAPID DEVELOPMENT OF NEW SERVICES**  
NIC's network of portals provides access to over 11,000+ digital government services that can be customized and quickly implemented.
- 4 CUSTOMER SERVICE EXCELLENCE**  
We provide around-the-clock, seamless customer support so you don't have to.
- 5 AGENCY-FRIENDLY CONTRACTING**  
Unlike traditional IT contracting, there is no charge for change orders, maintenance, or other requirement changes.
- 6 LOCAL FOCUS**  
We maintain on-site offices in the state of Maryland.
- 7 TECHNOLOGY NEUTRALITY**  
We customize each installation with best-in-class components that integrate with agency legacy systems.
- 8 GOVERNANCE & TRANSPARENCY**  
You determine the governance structure and we report regularly on the digital government program's performance.
- 9 ECONOMIC DEVELOPMENT**  
We have created high-quality technology, marketing and customer service jobs locally.
- 10 ENTERPRISE-WIDE APPROACH**  
Supports all agencies with digital government needs, not just those with resources.

**Interested in using the self-funded model to develop digital government services at your agency?**

Learn more about the Work Order Process and how to get started by visiting [www.maryland.gov/egov](http://www.maryland.gov/egov)

## Maryland State Police (MSP) Create Online One-Stop for Inspection Stations and Mechanics

| continued from page 3 |

services offered online. This is a vast improvement over the prior procedure where a written exam was administered on the third Friday of each month in one of the four testing locations, requiring payment by check or money order. The new process allows mechanics to register online, pay with any major credit card, and report to any full-service MVA during regular business hours to take the electronic exam. Results are immediately reported

back to the MSP, reducing the time for mechanics to become certified.

Automotive Safety Enforcement Division online services were developed and are hosted and maintained at no cost to the MSP or the MVA. By leveraging a self-funded master contract with the Department of Information Technology (DoIT), the agencies have realized a cost avoidance of over \$9.2 million. Over \$2 million is saved annually by eliminating inspection certificates and reports used by the inspection stations. ■

# INSIGHTS

INSIGHTS is published by NIC Maryland.

Your questions and comments are welcome. Please contact us at:  
NIC Maryland

Janet Grard, President and General Manager  
200 Westgate Circle, Suite 402 | Annapolis, MD 21401  
888-9MD-EGOV (888-963-3468) | 410-990-1090  
[www.maryland.gov/egov](http://www.maryland.gov/egov)